

Order# 6816897 Ver# 1 Status New  
EC'd No

Traffic Order# 770844

Printed: 05/18/2012 12:38 PM  
Last Received: 05/18/2012 12:00 PM  
Showing Buylines: All Lines

1 of 2

Station WUPW-TV TOLEDO, OH.  
Advertiser ( ) CROSSROADS GPS  
Product CROSSROADS GPS-B  
Estimate# 580  
Buyer Noelle Ramsey  
Phone#  
Fax#

Agency ( ) CROSSROADS MEDIA  
66 CANAL CENTER PLAZA, SUITE 555  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 12/11/580  
Flight Dates 05/30/2012 - 06/05/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) ANJIE BRADY  
Salesperson Phone# 215-567-6005  
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

SC-\*

--- REMARKS ---

THIS IS A NEW CONTRACT  
TOTAL 745  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH	3P-4P	PEOPLE'S COURT	:30	\$50.00	05/31-05/31	1	1	1	\$50.00	
	2	M	3P-4P	PEOPLE'S COURT	:30	\$50.00	06/04-06/04	1	1	1	\$50.00	
	3	W	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/30-05/30	1	1	1	\$175.00	
	4	TH	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	05/31-05/31	1	1	1	\$175.00	
	5	TU	10P-11P	FOX-NEWS AT 10<	:30	\$175.00	06/05-06/05	1	1	1	\$175.00	
	6	TH	11P-1130P	SEINFELD<	:30	\$60.00	05/31-05/31	1	1	1	\$60.00	
	7	M	11P-1130P	SEINFELD<	:30	\$60.00	06/04-06/04	1	1	1	\$60.00	

---REPORT TOTALS---

Report Totals: 7 / \$745.00

---SALES MONTHLY TOTALS---

Jun 12: 7 / \$745.00

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Sales Totals: 7 / \$745.00

Station Totals: 7 / \$745.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$12,417	CATV	0%	WNGT	0%	WNWO	8%	WTOL	53%	WTVG	33%
		WUPW	6%								

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, FNOV11  
Demos RA3b+

--- CREDIT RISK ---

CASH IN ADVANCE